

## **Exhibit A**

**David C. Franchino**

4010 Chippewa Drive  
Madison, Wisconsin 53716

**Work Experience**

**President** 2006-Present  
**Managing Director** 2000-2006

Design Concepts, Inc., Madison, WI

- President and principal of a 50-person product design consultancy.
- Responsible for all phases of corporate leadership including operations, finance, legal, strategic planning and marketing.
- Project management and key project leadership for strategic clients

**Principal – Board Member** 2006-Present  
Sologear, Inc., Madison, WI

- One of four founders of a consumer product company that brought a unique, proprietary process for the solidification of ethanol to market.
- Responsible for product design and development, manufacturing process design, strategic planning and fundraising.

**Lecturer** 2000-2003  
University of Wisconsin–Madison, Department of Mechanical Engineering, Madison, WI

- Taught senior mechanical engineering capstone design class.
- Taught product design processes, mechanical design methodologies, project planning and project management.

**Vice President of Mechanical Engineering** 1996-2000  
Design Concepts, Inc., Madison, WI

- Lead a 20+-person department in a consulting firm which provides assistance to companies in the design and development of new products.
- Recruited to Design Concepts, Inc. following the resignation of key personnel who left to start a competitive firm.
- Stabilized and guided the department through 400% growth with improved profitability and reduced turnover.
- Served as a project manager on numerous key projects across a broad range of industries including: medical products, consumer products, internal combustion engines, air conditioners, high-speed transfer switch actuators, food processing pumps.

**Program Manager / Manager of Advanced Vehicle Engineering** April 1994 – March 1996  
Saturn Corporation, Troy, Michigan

- Coordinated and directed advanced product engineering activities during the early concept and design stages for a new vehicle project.
- Managed Saturn's advanced engineering/design team.
- Represented engineering on cross-functional product-execution team.

**Teaching Assistant** September 1993 – April 1994  
Stanford University, Palo Alto, California

- Administered a Mechanical Engineering class focusing on product design and manufacturing.

(Page 2)

**Product Development Engineer**

1993

IDEO Product Development

- Worked as a project engineer with a product development consultancy. Participated in the mechanical and electrical design and development of several consumer products.

**Manufacturing Engineer**

1985 – 1992

Saturn Corporation, Spring Hill, Tennessee and Troy, Michigan

Lead Engineer, Body Fabrication Business Team

1992

- Managed a department of engineers and skilled trades technicians.
- Responsible for current model product quality and coordination of the manufacturing of new models.
- Developed and implemented organizational structure and strategic planning and goal setting, and initiated project monitoring programs.

Manufacturing Engineer – Body Fabrication

1989 – 1992

- Senior manufacturing engineer in a body-welding production department during new plant start-up. Supervised equipment installation and debug.
- Provided technical and problem-solving resources in the areas of product quality, maintenance and production.

Process Engineer

1985 – 1989

- Engineered a \$20 million automated robotic assembly line for a new car line.
- Involved in all stages of the line's development from concept, design and fabrication to installation, debug and into production.

**Educational Summary**

Stanford University, Palo Alto, California

September 1992 – April 1993

Master of Science Degree, Mechanical Engineering–Manufacturing Systems Engineering

- Concentrations in:
  - Integrated Design, Manufacturing and Marketing
  - Design for assembly and manufacturing
  - Microprocessor-based product design
- Graduated first in class.

University of Wisconsin, Madison, Wisconsin

1980-1985

Bachelors Degree in Mechanical Engineering

- Focus on manufacturing engineering
- Graduated with honors

### Awards, Honors and Activities

- Association of Professional Design Firms (APDF) – Board Member, 2006-2008
- Maddie's Miracle (501c3) – Board Member, 2008 to present.
- Sologear Corporation – Board Member, 2006 to present
- Women's Commission Firewood and Fuel Conference – Invited Speaker, New Delhi, India 2008
- Design for Social Responsibility – Invited Participant, Bellagio, Italy 2008
- Wisconsin Governor's Trade Mission to China – Representative 2004
- UW Madison, Engineering Professional Development – Periodic Lecturer 1996–Present
- Project FocusHope, Detroit Michigan – Volunteer and periodic lecturer
- Winner of Firestone Innovator's design competition – 1993
- Fellowship to Stanford University 1992/1993 – Graduated first in class
- General Motor's Extraordinary Achievement Award 1991
- Member of PDMA (Product Development and Management Association)
- Member of DMI (Design Management Institute)
- Five Saturn Spontaneous Recognition Awards
- Pi Tau Sigma, Tau Beta Pi
- Johnson and Hotaling Scholarship
- UW Madison - graduated with honors.

### **Related Project Experience**

#### **Design Concepts, Inc.**

Strategic planning  
Business development  
Legal, Financial

Human Resources  
Project Management  
Mechanical Engineering

#### **Selected projects and technologies**

Infusion Pump  
Laboratory Diagnostics  
Motorcycle Engine  
Medium-duty utility tractor  
Generators/switch gear  
Bone densitometry  
Hand tools

Hospital Furniture  
Business Furniture  
Beverage cooler  
Crash Attenuator  
Towel-dispensing equipment  
Cup-sealing equipment

#### **GM Saturn Corporation**

Sheet metal fabrication  
Plastic injection molding  
Automated assembly  
Manufacturing operations  
Inspection/Quality control  
Skilled trades management  
Operations management  
Facilities planning  
Special assembly automation processing

#### **IDEO Product Development**

Electro-mechanical product design